



*Your* HOME  
BEAUTIFUL





ON FRONT COVER:

BRICK WALLS: SPRED SATIN Decorator White 3418; WOOD PANELED WALLS & WOOD-  
WORK: Spred Lustre Blue Jay X-236; CEILING: SPRED SATIN Ceiling Flat White 3470  
*Lighting by Moe Light division, Thomas Ind. Inc.*



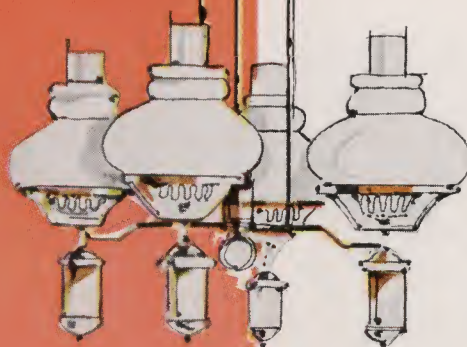
## *An Invitation to Home Beauty*

This book is designed to bring you helpful suggestions and colorful ideas  
for a more pleasant and livable home. We hope you will note with interest  
how the inspired and proper use of paint and color  
can add a modern touch of beauty to most rooms.  
Good decorating is easy to achieve when you use this book as a guide!









#### ROOM AT LEFT

WALLS: SPRED SATIN Bone China X-279  
and SPRED SATIN Contemporary Color #4

#### ROOM ON PAGE 3

WALLS: SPRED SATIN Cumberland Gold X-118A  
and SPRED SATIN Decorator White 3418.  
WOODWORK: Spred Lustre Cumberland Gold X-118A  
CEILING: SPRED SATIN Ceiling Flat White 3470  
*Courtesy of Von Cannon Furn. Co.*



**EASY TO ROLL** The modern way to paint—SPRED SATIN and Spred Lustre roll on smoothly, easily, without tiresome pull or drag. Makes painting a pleasure, easier to cover large areas faster.



**STOP ANYWHERE** Don't worry about interruptions when using SPRED SATIN—answer the telephone. Stop painting any time, no laps will show when you resume painting.



**FAST DRYING** SPRED SATIN dries to touch in 20 minutes—not hours. You can rehang draperies and pictures immediately after painting, and use the room right away.



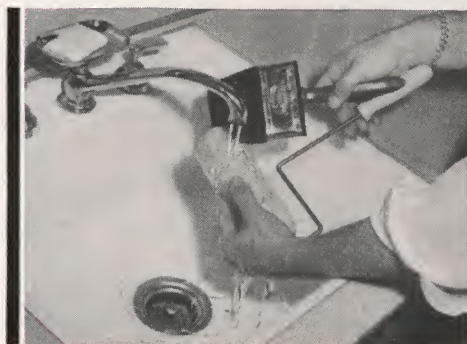
# DISCOVER NEW HOME BEAUTY

*with these Two Remarkable Paints*



Even though you've never held a brush or used a roller, you'll enjoy painting with SPRED SATIN! Every stroke brings new color brilliance to your rooms; a brilliance that won't be dimmed because SPRED SATIN colors are locked in 100% pure latex which dirt can't penetrate. Truly SPRED SATIN is the ideal paint for every room! Its outstanding features and unusual benefits (see below) make it the easiest paint for you to use and to keep clean.

SPRED LUSTRE is a rich, semi-gloss alkyd enamel finish in colors matching SPRED SATIN. It is the ideal finish for woodwork, cupboards, kitchens and bathrooms. It is easy to apply, dries rapidly and levels out smoothly with no brush marks. SPRED LUSTRE is an all-purpose enamel which may be washed time and again without loss of color or sheen. Use it wherever a flattering touch of color is desired!



**QUICK WASH-UP** Brush, roller and tray used with SPRED SATIN clean up easily with warm water and soap. Spred Lustre tools clean with mineral spirits, kerosene or turpentine.



**FILM WON'T MAR** SPRED SATIN is extraordinarily tough and durable. Blows and bumps that mar, chip and crack ordinary wall paints and enamels do not damage the chip-proof, elastic, latex film.



**SPOT WASHES** You can spot-wash SPRED SATIN around light switches, doors, mouldings without a trace showing; saves you washing entire wall; a SPRED SATIN exclusive feature!





FOR YOUR HOME BEAUTIFUL  
*The Magic Wand of Color*  
STARTS WITH YOUR FLOOR


When planning a room color scheme, the color of the floor covering must be taken into consideration. No matter how much painting you do, the results can be disappointing if you have not selected wall colors to harmonize with floor coverings, draperies and other furnishings. In the pages of this book you will find scores of rooms smartly decorated in color schemes that reflect the style trends of today. You

will see floor covering colors in many of the illustrations which closely resemble what you have; start at that point to plan your decorating! If, for example, you have a living room to decorate and you see a scheme for a bedroom that you like, use it! Be daring but smart in the use of color for your home. The recommendations here will apply to any room you want to brighten with the magic wand of color!









*smartly contemporary . . . casual with color*

**SPRED SATIN KEEPS IT THAT WAY**

Cool, clean and uncluttered, color lends this large room a feeling of airy livability with its textured concrete walls, exposed beams and large expanse of glass. Furniture and accessories have been carefully selected . . . reflect taste and charm . . . make the room say "You're welcome here!"

WALLS: SPRED SATIN Petal Pink X-14

CEILING AND BEAMS: SPRED SATIN Petal Pink X-14

WOODWORK: Spred Lustre Petal Pink X-14





**ABOVE**  
WALLS: SPRED SATIN Pebble Beach X-88  
CEILING: SPRED SATIN Ceiling Flat  
White 3470  
*Photo courtesy of Good Housekeeping Magazine*

**AT RIGHT**  
WALLS: SPRED SATIN Spray Blue X-201  
RAFTERS: Glid-Tone Brown Mahogany  
248  
*Photo courtesy of McCall's*



*Wonderful rooms for living with*

## COLORFUL GLIDDEN PAINT

**AT RIGHT**  
BRICK WALLS: SPRED SATIN Ash Gray X-278  
CEILING: SPRED SATIN Ash Gray X-278  
WALL AT RIGHT: SPRED SATIN Suntone X-101  
BACK WALL: SPRED SATIN Contemporary Color No. 40  
BEAMS AND WOODWORK: Spred Lustre Silver Mink X-270  
*Photo by Hedrich-Blessing*

**BELOW**  
WALLS: SPRED SATIN Decorator White 3418  
CEILING: SPRED SATIN Ceiling Flat White 3470  
DIAMONDS ON WALL: SPRED SATIN Ash Gray X-278







WALLS: SPRED SATIN Green Tea X-147  
CEILING: SPRED SATIN Green Tea X-147

WOODWORK: Spred Lustre Green Tea X-147  
SHUTTERS: Glid-Tone Honey Maple 242

*Photo by Consolidated Trimming Co.*

WALLS: SPRED SATIN Macaroon X-54A  
CEILING: SPRED SATIN Ceiling Flat White 3470  
WOOD CHAIR: Japalac Gloss Black 1207

WALLS: SPRED SATIN Harvest Moon X-77A  
WOODWORK: Spred Lustre Harvest Moon X-77A  
CEILING: SPRED SATIN Ceiling Flat White 3470

*Photo by Modern Bride*







WALLS: SPRED SATIN Iris X-248  
WOODWORK: Spred Lustre Iris X-248  
CEILING: SPRED SATIN Iris X-248



WALLS: SPRED SATIN Aegean Mist X-268  
WOODWORK: Spred Lustre Aegean Mist X-268  
CEILING: SPRED SATIN Aegean Mist X-268  
REED CHAIRS: Spred Lustre Caribbean X-212

*Photo courtesy of Modern Bride*

## *New Rooms for Old* WITH SPRED SATIN

WALLS: SPRED SATIN Blue Mist X-224      MATCHING WOODWORK: Spred Lustre Blue Mist X-224  
BEAMS: Spred Lustre Jasper Green X-191      CEILING: SPRED SATIN Blue Mist X-224

*Furniture by Broyhill*







ABOVE: WALLS: SPRED SATIN Lemon X-129    CEILING: SPRED SATIN Lemon X-129  
 FIREPLACE AND BASE: SPRED SATIN Decorator White 3418

*Photo courtesy of Good Housekeeping Magazine*

BELOW LEFT: WALLS: SPRED SATIN Contemporary Color No. 42    WOODWORK: Spred Lustre Contemporary Color No. 42    CEILING: SPRED SATIN Ceiling Flat White 3470

BELOW RIGHT: WALLS: SPRED SATIN Sprite Green X-155    WOODWORK: Spred Lustre Sprite Green X-155    CEILING: SPRED SATIN Ceiling Flat White 3470





AT RIGHT  
 FIREPLACE WALL: SPRED  
 SATIN Ecrú X-115  
 CEILING: SPRED SATIN  
 Ecrú X-115  
 WOODWORK: Spred Lustre  
 Ecrú X-115  
 paneled wall: Glid-Tone  
 Sun Tan 250



AT RIGHT  
 WALLS: SPRED SATIN Smoke Rose X-33  
 CEILING: SPRED SATIN Bone China X-279  
 ORNAMENTAL TRIM: Spred Lustre  
 Super White Non-Yellowing 4600



BELOW  
 WALLS: SPRED SATIN Blue Azure X-230  
 DESK: Japalac Rich Blue 1246  
 FLOOR: Glid-Tone Modern Red Mahogany 244  
 Photo courtesy of Good Housekeeping Magazine







**ABOVE**

WALLS: SPRED SATIN Cinnamon X-76

CEILING: SPRED SATIN Ceiling Flat White 3470

Viko Furniture by Baumritter

**LEFT**

WALLS: SPRED SATIN Sandy Beige X-94

WOODWORK: Spred Lustre Sahara X-94

CEILING: SPRED SATIN Sandy Beige X-94

HOOD: Spred Lustre Bittersweet X-68

**BELOW**

WALLS: SPRED SATIN Rice Paper X-114

WOODWORK: Spred Lustre Rice Paper X-114

CEILING: SPRED SATIN Rice Paper X-114





**TOP RIGHT**

WALLS: SPRED SATIN Deep Purple X-246 WOODWORK: Spred Lustre Deep Purple X-246 CEILING: SPRED SATIN Deep Purple X-246 BRICK WALL: SPRED SATIN Decorator White 3418

**BOTTOM OF PAGE**

WALLS: SPRED SATIN Cape Cod Blue X-237 WOODWORK AND CABINETS: Spred Lustre Cape Cod Blue X-237 CEILING: SPRED SATIN Ceiling Flat White 3470. INSIDE CABINETS: Japalac Vermilion 1256

**BELOW**

WALLS: SPRED SATIN Pinefrost Green X-179 WOODWORK: Spred Lustre Woodland X-179 CEILING: SPRED SATIN Ceiling Flat White 3470







**TOP:**

WALLS: SPRED SATIN Pinefrost Green X-179

WOODWORK: Spred Lustre Woodland X-179

VALANCE: Spred Lustre Woodland X-179

CEILING: SPRED SATIN Ceiling Flat White 3470

Furniture by Basic-Witz Furniture

**RIGHT:**

WALLS: SPRED SATIN Moonstone X-136  
WOODWORK: Spred Lustre Moonstone X-136

CEILING: SPRED SATIN Moonstone X-136  
Inset panels over bed: JAPALAC

Delphinium 1250, Rich Blue 1246,  
Greenbriar 1271, Blue Turquoise 1269.



**LEFT:**

WALL: SPRED SATIN Silver Turquoise X-212

WOODWORK: Spred Lustre Caribbean X-212

STONE WALL: SPRED SATIN Bone White X-86

CEILING: SPRED SATIN Bone White X-86

Furniture by American of Martinsville





*Your Bedroom Beautiful*

*with*

## WALLS OF SPRED SATIN

**RIGHT:**

WALLS: SPRED SATIN Lotus X-34

WOODWORK: Spred Lustre Smoky White X-86

CEILING: SPRED SATIN Bone White X-86

**BOTTOM RIGHT:**

WALLS: SPRED SATIN Blueberry X-240

WOODWORK: Spred Lustre Blueberry X-240

CEILING: SPRED SATIN Ceiling Flat White 3470

**BOTTOM LEFT:**

WALLS: SPRED SATIN Moss X-122

WOODWORK: Spred Lustre Moss X-122

CEILING: SPRED SATIN Moss X-122

Courtesy Tell City Chair Co.







**LEFT:**

WALLS: SPRED SATIN Greenstone X-149

STONE WALL: SPRED SATIN Decorator White 3418

WOODWORK: Spred Lustre Greenstone X-149

CEILING: SPRED SATIN Ceiling Flat White 3470

*Furniture by America of Martinsville*

*So restful . . . so colorful*

**YOUR SPRED SATIN BEDROOM**



**ABOVE:**

WALLS: SPRED SATIN Arbutus X-5

WOODWORK: Spred Lustre Arbutus X-5

CEILING: SPRED SATIN Contemporary Color No. 2

*Permission of Good Housekeeping Magazine*



**LEFT:**

WALLS: SPRED SATIN Decorator White 3418

CEILING: SPRED SATIN Ceiling Flat White 3470

WOODWORK: Glid-Tone Sun Tan 250

LATTICED DOOR: Spred Lustre Jewel Blue X-238

*Furniture by Drexel*



AT RIGHT:  
 WALLS: SPRED SATIN  
 Parchment X-280  
 WOODWORK: Spred Lustre  
 Parchment X-280  
 CEILING: SPRED SATIN  
 Ceiling Flat White 3470

Photo courtesy of  
 Kroehler Mfg. Co.



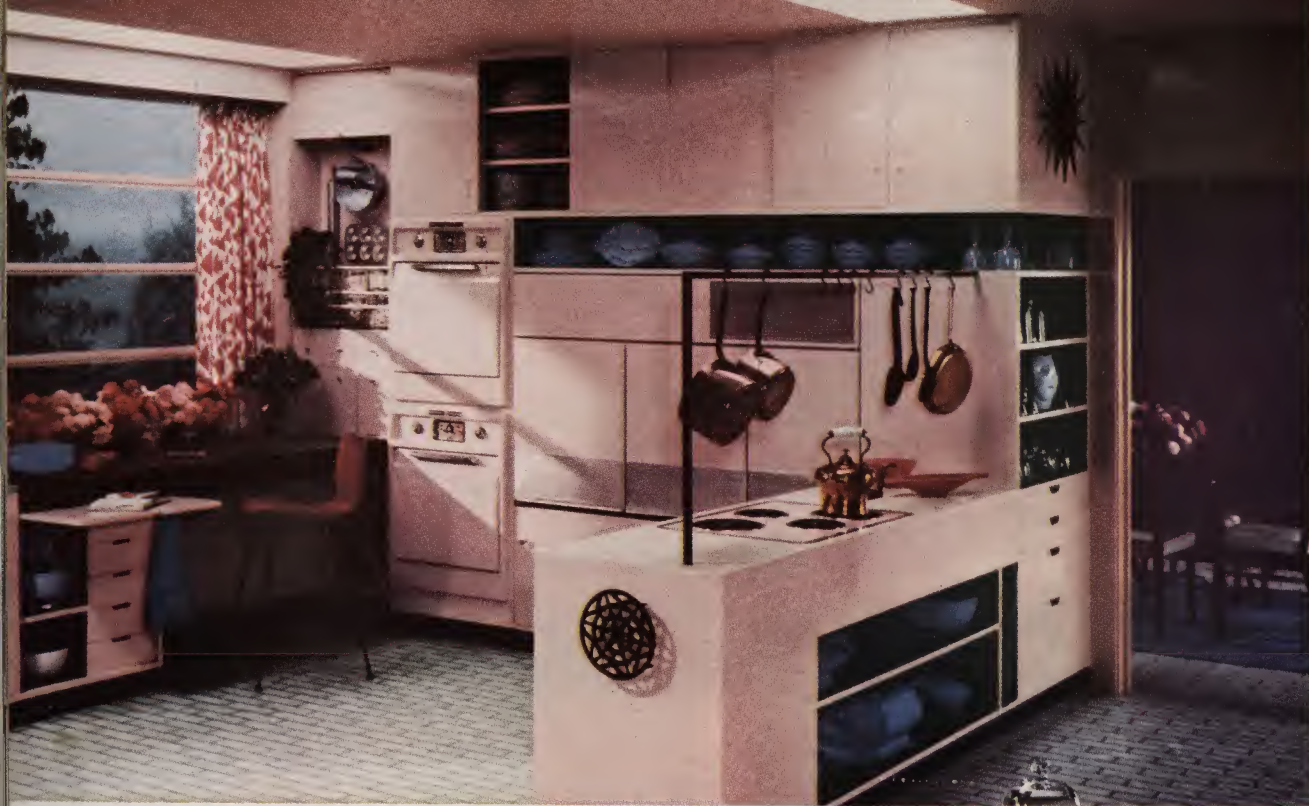
*Color creates an air of serenity . . . so easy to do with **SPRED SATIN***

AT RIGHT:  
 WALLS AND CEILING: SPRED  
 SATIN Cashmere Blue X-222  
 WOODWORK: Spred Lustre  
 Cashmere Blue X-222

Photo courtesy of Good  
 Housekeeping Magazine







**ABOVE:**

WALLS: SPRED SATIN Cotton  
Candy X-11

CABINETS AND WOODWORK:  
Spred Lustre Cotton Candy X-11

INSIDE CABINETS: Japalac Flat  
Black 1208

CEILING: SPRED SATIN Cotton  
Candy X-11

*Courtesy Armstrong Resilient  
Floors*



**LEFT:**

WALLS: SPRED SATIN Nymph  
Green X-156

WOODWORK: Spred Lustre  
Nymph Green X-156

CEILING: SPRED SATIN Nymph  
Green X-156

*Hedrich-Blessing Photo*





**ABOVE:**

WALLS: SPRED SATIN Goldenrod X-99

WOODWORK: Spred Lustre Goldenrod X-99

BRICK WALL: Spred Lustre Goldenrod X-99

CABINET BASE: Spred Lustre Super White Non-Yellowing 4600

CEILING: SPRED SATIN Goldenrod X-99

*Courtesy of Kentile, Inc.*



*So Bright . . .*

*So Practical with*

## SPRED PAINTS

**ABOVE, RIGHT:**

CEILING BEAMS AND  
WOODWORK: Spred Lustre  
Colony X-196

BRICK WALL: SPRED SATIN  
Decorator White 3418

CEILING: SPRED SATIN Niagara  
Green X-196

CABINETS: Glid-Tone Tinted Stain  
No. 23

*Courtesy Suburban Built-In  
Ranges*

**RIGHT.**

WALLS: SPRED SATIN  
Cinnamon X-76

CEILING: SPRED SATIN Ceiling  
Flat White 3470

CABINETS: Glid-Tone Tinted Stain  
No. 19







*Picturesque charm*  
*with*  
**CAREFREE COLORS**

RIGHT WALL: Spred Lustre Tahiti Green X-194  
CABINETS: Spred Lustre Tahiti Green X-194  
BACK WALL AND CEILING: Spred Lustre Oyster White X-87  
BASE CABINETS: Glid-Tone Blonde 247

*Photo courtesy of Westinghouse Electric Corp., Micarta Div.*

WALLS: Spred Lustre Smoky White X-86  
CEILING: SPRED SATIN Bone White X-86  
WOODWORK: Spred Lustre Smoky White X-86

WALLS: Spred Lustre Plaza Gray X-284  
CEILING: Spred Lustre Plaza Gray X-284  
WOODWORK: Spred Lustre Plaza Gray X-284  
COUNTER BASE: Glid-Tone Mauve S-61







**LEFT:**  
**WALLS:** Spred Lustre Jasper  
 Green X-191  
**WOODWORK:** Spred Lustre  
 Jasper Green X-191  
**CABINETS:** Glid-Tone  
 Wheat 246  
*Cabinets by Marsh Furniture Co.*

*Color is the keynote in*

## THESE WORK-EASY KITCHENS



**ABOVE:**  
**WALLS:** Spred Lustre Super  
 White Non-Yellowing 4600  
**CEILING:** Spred Lustre Super  
 White Non-Yellowing 4600  
**CABINETS:** Spred Lustre Rio  
 Green X-195  
**WOODWORK:** Spred Lustre  
 Rio Green X-195  
**TABLETOP:** Spred Lustre Rio  
 Green X-195  
*Lighting by Moe Light division,  
 Thomas Ind. Inc.*



**LEFT:**  
**WALLS:** Spred Lustre Super  
 White Non-Yellowing 4600  
**CABINETS:** Japalac Ultra  
 White 1217  
**CABINET DOORS:** Spred  
 Lustre Blueberry X-240  
**CEILING:** Spred Lustre  
 Blueberry X-240  
*Permission of  
 LIVING for Young Homemakers*





## BATHROOM BEAUTY

*that's*

## LASTINGLY LOVELY

### LEFT:

Walls: Spred Lustre Teal Blue X-218  
 Pillars: Spred Lustre Teal Blue X-218  
 Ceiling: Spred Lustre Super White Non-Yellowing 4600  
 Woodwork: Japalac Ultra White 1217  
 Cabinets: Japalac Ultra White 1217  
 Lighting by Moe Light division, Thomas Industries Inc.

### BELOW:

Near wall: Spred Lustre Autumn Beige X-285  
 Ceiling: Spred Lustre Super White Non-Yellowing 4600  
 Wood wall: Glid-Tone Sun Tan 250  
 Cabinet and shelves: Japalac Ultra White 1217  
 Cabinet doors: Japalac Lemon Yellow 1270; Ribbon Blue 1267; Greenbriar 1271; Vermilion 1256  
 Plumbing Fixtures by Rheem-Richmond



### AT LEFT.

Walls: Spred Lustre  
 Wood Rose X-33  
 Ceiling: Spred Lustre  
 Super White Non-  
 Yellowing 4600  
 Lighting by  
 Moe Light division,  
 Thomas Industries  
 Inc.





RIGHT.

WALLS: SPRED SATIN  
Medallion Gold X-102

WOODWORK: Spred Lustre  
Super White Non-  
Yellowing 4600

CEILING: SPRED SATIN  
Medallion  
Gold X-102

BOOKCASE WALL: Glid-  
Tone Modern Red  
Mahogany 244

Lighting by Moe Light  
division, Thomas Ind. Inc.



*There is a lot of living...*

**IN SPARKLING FAMILY ROOMS**

ABOVE:

WALLS: SPRED SATIN  
Decorator White 3418

WOODWORK: Spred Lustre  
Super White Non-  
Yellowing 4600

DOOR: Japalac Vermilion  
1256

CEILING: SPRED SATIN Ceil-  
ing Flat White 3470

Permission of LIVING for  
Young Homemakers

RIGHT:

WALLS: SPRED SATIN Rice  
Paper X-114

WOODWORK: Spred Lustre  
Rice Paper X-114

TABLE TOP: Japalac Flat  
Black 1208

Furniture by Williams  
Furniture Company





# TIPS FOR PAINTING INTERIORS

## GENERAL PREPARATION



Remove draperies, pictures, mirrors and cover furniture. Protect floors with drop cloths or newspapers. Wash off any dirt or residue from previous wall coating or paper. Rinse well!

## GENERAL PREPARATION



After cleaning, patch all nail holes, cracks, etc., with Spred Patch. Repair large holes in two stages. After drying, sand the patched area smooth and level with the rest of the wall.

## GENERAL PREPARATION



Old, glossy woodwork should be conditioned with Spred Surfacing or lightly sanded with the grain. This provides a perfect surface for the adhesion of the new finish.

## USING LATEX PAINTS



Keep roller in shallow end of pan! After mixing paint by stirring in can, pour a small amount in deep end of pan. Lightly, but evenly, roll paint on roller. Now you are ready to paint!

## USING LATEX PAINTS



First paint a 2-inch border around all edges with a small brush. After drying, start roller in corner and work across narrow width of ceiling. Overlap strokes about 50% for good coverage.

## USING LATEX PAINTS



Wipe up spatters on woodwork or floors as you paint. Use a cloth dampened with water. After painting wash all tools with soapy water. Touch up any missed spots after paint is dry.

## USING OIL PAINT



Start in upper corner and paint in vertical bands about 3 feet wide. Keep a wet edge next to unpainted area, then blend in next vertical band to avoid a lap mark. Finish one wall at a time.

## USING OIL PAINT



Paint window sash first and then proceed to inside of frame, then face of frame and sill. Use similar procedure with doors and doorways. Brush off excess paint with light strokes.

## USING OIL PAINT



Clean painting tools in mineral spirits or turpentine. After cleaning wash in warm soapy water before storing tools. Always follow directions on the label!



# HELPS FOR PAINTING EXTERIORS

## GENERAL PREPARATION



Remove screens and storm sash from house. Scrape off loose paint and blisters down to bare wood. Do this for several inches around each spot. Smooth off by sanding.

## GENERAL PREPARATION



Caulk open joints and cracks. Force material in for a good seal. Remove loose or cracked putty from sash; replace missing glazier points and reputty after priming.

## GENERAL PREPARATION



All scraped or bare spots should be sanded so the edge of the old paint is "feathered" smooth. Spot prime such areas with the proper type of primer for the finish coat.

## PAINTING WOOD



Start at the top and work across an area! Undercut three or four boards with a full brush of paint. Then spot on more paint as shown. Brush out uniformly. Do not overbrush.

## PAINTING WOOD



Paint windows with a sash brush. Paint narrow dividers first, next the cross rails and verticals. Casing, sash and trim are last. Move windows to prevent sticking.

## PAINTING WOOD



On doors, paint panel molding first, then the panel. Next paint cross rails and brush out. Then, the vertical areas from top to bottom. Paint edges and frame last.

## LATEX HOUSE PAINT



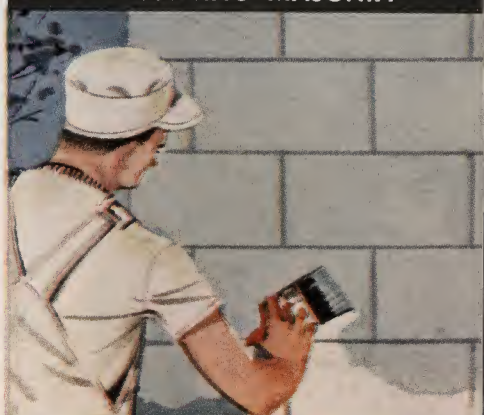
If you want to take advantage of the latest developments in house paint technology, we urge you to use Spred House Paint on your home. You will find it the easiest brushing house paint you have ever used.

## OIL HOUSE PAINT



If you want the finest in conventional oil-type house paints, we recommend Glidden's Endurance House Paints. The paints that live up to their name. They have been proven by many years of satisfactory use to be second to none.

## PAINTING MASONRY



Fill cracks and pores; dampen dry surfaces with water; apply first coat of Spred House Paint or Spred Glide-On according to directions. These are the ideal products for all masonry surfaces.



COLORFUL  
*Living Outdoors*  
with WELL-PAINTED  
SURROUNDINGS

BELOW

FENCE AND SIDING: Endurance House  
Paint Charcoal Gray  
TRIM AND EAVES: Endurance Outside White 1800  
PATIO CEILING AND DOOR: Glid-Tone  
Sun Tan 250



ABOVE

FENCE: Glid-Tone Redwood Finish: Stain 31 and Clear 30  
FLOORING: Natural Cypress  
Photo courtesy of LIVING for Young Homemakers



AT RIGHT

SIDING: Spred House Paint White 3600  
GABLE AND FENCE: Glid-Tone Ebony 255 and  
Glid-Tone Spar Varnish  
Photo courtesy of LIVING for Young Homemakers





*You've never used a HOUSE PAINT like this before!*



For a thrilling and pleasant experience in house painting, we recommend using SPRED HOUSE PAINT and this specially designed all-nylon brush.

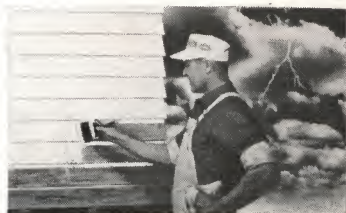
The lid on every can of SPRED HOUSE PAINT carries this statement! By observing it, you will benefit to the fullest from all the superior quality and performance features only this amazing new house paint can provide.

- Dries Bug-free, Dust-free, Rainproof in 20 minutes.
- No weather worries
- Can give you Positive Blister Protection

New latex SPRED HOUSE PAINT proven in over five years of testing in all climates, takes all the inconvenience out of painting! It flows on faster, smoother, easier. Use on wood, masonry, stucco, asbestos shingles or metal gutters. You can paint right after a rain storm with SPRED HOUSE PAINT . . . and under normal conditions it sets quickly . . . after 20 minutes drying time, dust or sudden rain won't spoil your job.

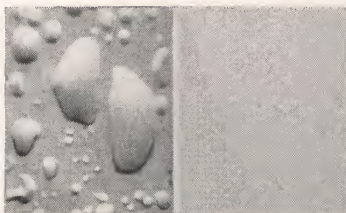
SPRED HOUSE PAINT outlasts ordinary paint. On properly prepared and primed surfaces SPRED HOUSE PAINT is the positive answer to the blistering problem because it's a "breathing" paint, lets moisture out, but not in. Available in white, modern pastel and deep colors. Easier, faster painting. SPRED HOUSE PAINT goes on smoothly with brush or roller. No brush drag. No mixing with messy solvents.

### SPRED HOUSE PAINT *has all these unusual features*



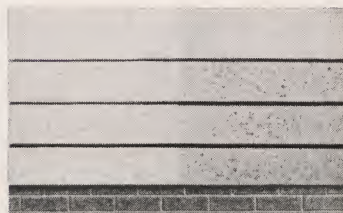
#### **PAINT ON DAMP SURFACES!**

Work between occasional showers. Just wipe dew and water off properly primed siding and start painting.



#### **RESISTS BLISTERS**

In steam "torture box" test, ordinary house paint blisters (left); SPRED HOUSE PAINT (right) lets vapor out, shows no blisters.



#### **REPELS DIRT**

SPRED HOUSE PAINT (left) is so durable it repels dirt and can be kept clean easily with garden hose washing.



#### **WASH TOOLS IN WATER**

Before paint dries on tools, clean them thoroughly with soapy water, immediately after painting.





*Now, you can give your home*

## POSITIVE BLISTER PROTECTION

This amazing new house paint is particularly interesting to owners of homes where blistering conditions have been a problem! Today's tightly built and insulated homes provoke blistering on exterior wood siding because the moisture from the inside cannot escape as freely as in older homes. The moisture must go some place so it goes through the walls. Spred House Paint has a chemical construction that permits moisture to escape through the dry film on the siding without blistering. The moisture can get out, but rain and dampness can't get in! When wood siding is properly primed and painted with Spred House Paint, blister problems fade away! Give your home the protection and good looks that Spred House Paint now makes possible!

*Proper Priming is the key to Blister Protection!*



PRIMECOAT #1 is a special primer for use on new or unpainted wood surfaces. It is the perfect bond for Spred House Paint and should be used also on any pre-painted surface that appears to be in questionable condition for repainting.



PRIMECOAT #2 is a special primer for use on previously painted surfaces in good condition. It dries rapidly and once used will not be required on subsequent repaintings of a house with Spred House Paint.





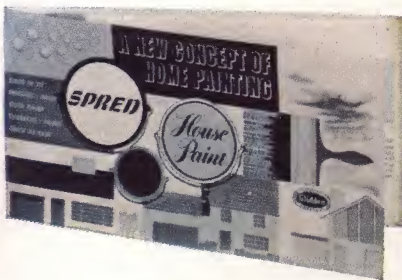
ABOVE: SIDING: Spred House Paint Cape Cod Red 3620  
DOORS AND TRIM: Spred House Paint White 3600

AT RIGHT: SIDING: Spred House Paint Skylight  
TRIM: Spred House Paint Skylight  
BRICK: Spred House Paint White 3600

RIGHT BELOW: SIDING: Spred House Paint Taffy 3603  
TRIM: Spred House Paint White 3600  
SHUTTERS: Endurance Charcoal Gray

LEFT PAGE ABOVE: SIDING: Spred House Paint Greenmist 3614  
TRIM: Spred House Paint White 3600

LEFT PAGE BELOW: SIDING: Spred House Paint Dover Gray 3606  
TRIM: Spred House Paint White 3600



Ask for this brochure, which by means of pictures and copy answers your questions about Spred House Paint and shows you how to use it!





SIDING: Endurance Castle Red 1855  
DOORWAY: Endurance Non-Chalking Trim White 1892  
SHUTTERS AND TRIM: Endurance Non-Chalking Trim White 1892



SIDING: Endurance Outside White 1800  
SHUTTERS: Endurance Deep Turquoise 1870  
DOOR AND TRIM: Endurance Deep Turquoise 1870



SIDING: Endurance Medium Gray 1860  
TRIM: Endurance Non-Chalking Trim White 1892  
SHUTTERS: Endurance Shutter Green 1861

*Hedrich-Blessing Photo*



SIDING: Endurance Light Apricot  
SHUTTERS: Endurance Chestnut Brown 1862

## *Two Superior* **ENDURANCE HOUSE PAINTS** *for particular conditions*



### **NON-CHALKING WHITE!**

This beautiful high-gloss white is ideal for siding, trim and shutters. Will not streak or wash down on adjoining surfaces. It may be tinted to achieve modern pastel colors. Ask for Endurance No. 1892.



### **MILDEW & FUME RESISTANT!**

This lead-free, high-hiding white is specially formulated for houses affected by mildew, chemical fumes, smog and smoke. It is a super-white that stays white without staining or discoloring. Ask for this easy-brushing Endurance White by No. 1850.





SIDING: Endurance Daffodil  
 DOORS AND SHUTTERS:  
 Endurance Pinehurst Green 1890  
 TRIM: Endurance Non-Chalk-  
 ing Trim White 1892

## HOMES BUILT OF WOOD

*Last longer with the house paint that lives up to its name*

## ENDURANCE



Here in Endurance House Paint you have the perfect combination of superior quality and all that is new in color and beauty. It has more heavy-bodied, pure linseed oil per gallon which is scientifically balanced with other fine ingredients to provide weather-tight protection to wood siding. The flower-like pastel colors or the brilliant self-cleaning white will bring new charm to your home whether it is modern or traditional in character. Remember your best buy in house paint is good paint — don't gamble — buy Endurance, the paint that lives up to its name!



Endurance Basecoat is formulated to serve as a water-resistant primer sealer over unpainted or bare wood siding. It is highly adhesive and is the perfect bond for Endurance House Paint. You give your home added protection when you prime it with Endurance Basecoat No. 1851. This excellent product may also be used as a primer for other high-quality oil-type house paints. You can't use a better primer!





*Once around the house is enough with*

## ENDURANCE IMPERIAL HOUSE PAINT



ONE-COAT of this dazzling white house paint is all you need to keep your home in tip-top condition and appearance. With its "built-in" second coat, you'll save  $\frac{1}{2}$  the time and nearly  $\frac{1}{2}$  the usual cost of painting. Because it contains the whitest, most durable paint pigments with "double the hiding," IMPERIAL stays white longer! It is alkyd fortified and precision balanced to give you extra beauty and economy. Ask for Endurance IMPERIAL House Paint No. 1867—the white paint that stays white!





*Two Easy Steps Banish Rust Completely On All These Surfaces*



1.

First apply a coat of RUSTMASTER PRIMER to wire-brushed rusted surfaces or on clean metal. Let dry overnight! A coat of RUSTMASTER PRIMER assures you of positive rust protection because of a special penetrating additive that goes right through rust layers to the metal beneath!



2.

Next apply a coat of RUSTMASTER ENAMEL in the color of your choice! These colors hold their luster, stay clean and fresh in appearance. They dry to a hard, glossy finish that resists the penetration of dirt and rust. RUSTMASTER ENAMEL colors are washable and easy to clean.

**RUSTMASTER PRIMER**  
*In Handy Spray Can*

Now for greater handiness around the house or shop RUSTMASTER PRIMER 4030 is available in 16 oz. spray cans. Great for gutters and hard-to-reach spots!





*Here's the Beauty You've Always Wanted*

## FOR YOUR MASONRY HOME

Spred Glide-On Vinyl Latex Paint has a rare hiding quality that completely covers water stains, soot streaks and other ugly discolorations on all types of masonry surfaces such as stucco, concrete block, brick and weathered asbestos shingle siding. It produces a clean, fresh appearance that lasts longer than ordinary masonry paints because of its high resistance to weather and dirt.

**LEFT:**

**BRICK WALLS:**

Spred Glide-On  
Crystal Blue 3517

**TRIM:** Endurance

Non-Chalking  
White 1892

**DOOR:** Endurance

Castle Red 1855



*The California and Caribbean hues  
of SPRED GLIDE-ON are easier to  
apply by brush, roller or spray gun*

Spred Glide-On keeps out moisture, yet the surface "breathes" to let vapor escape from inside, thus helping to prevent blistering, peeling and fading. The tough vinyl-latex film resists severest weather, sea air, mildew and industrial fumes.

**LEFT:**

**BLOCK WALLS:** Spred Glide-On Bamboo 3501

**TRIM:** Endurance Tobacco Brown 1813

### *Why SPRED GLIDE-ON outperforms ordinary masonry paints!*

#### **WEATHER RESISTANT**

Two bricks tested under severe exposure conditions. Glide-On (left) was unaffected, no peeling or flaking; ordinary masonry paint (right), failed badly.

#### **ALKALI-RESISTANT**

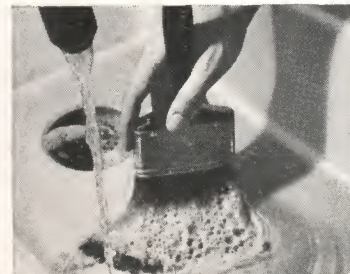
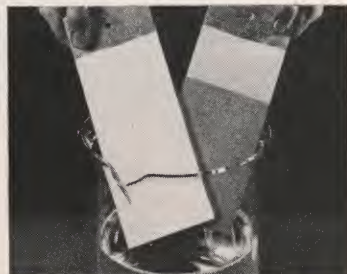
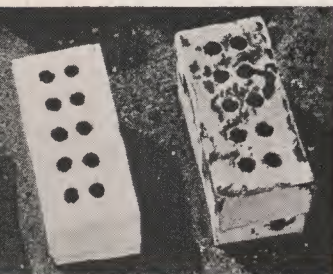
Two panels submerged in alkali solution. Glide-On (left) was unaffected; ordinary masonry painting (right) became stained and discolored in appearance.

#### **CAN BE WASHED**

Soot and mud stains on foundation areas and under eaves of stucco and concrete buildings can be washed off easily with a garden hose. Ideal for keeping your home clean.

#### **QUICK CLEAN UP**

Painting was never easier—just rinse out roller or brush in soapy water under the tap; no muss, no fuss. Eliminates messy cleanup with strong, irritating solvents.





## PLAN and BRIGHTEN Your Basement With Color!

The one area in most homes that can be greatly enhanced with a planned painting program is the basement. Enameled floors and painted walls reduce the amount of "dusting" which exposed concrete surfaces produce from foot traffic and constant use. Work and play areas in basements without dividing walls can

be designated by different color treatments. Careful color planning such as this illustration indicates, not only makes the basement more attractive and cleaner, but adds to the value of the home! Quick-drying Glidden paint finishes make painting-the-basement a pleasant and profitable week-end project!



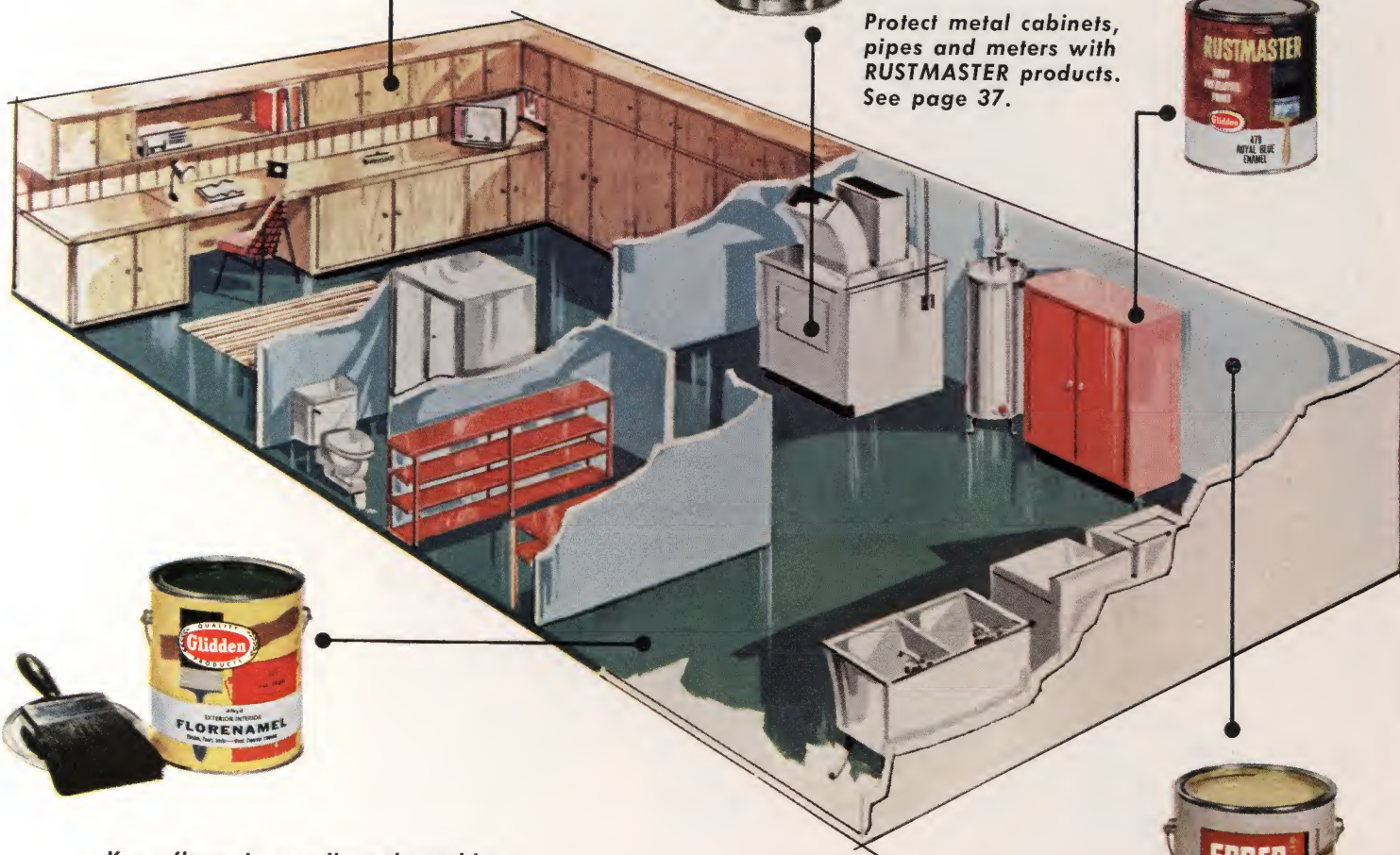
Stain and finish natural wood cabinets with **GLID-TONE** products. See page 41.



Use heat-resistant **METALLITE** aluminum paint to brighten furnaces and heating ducts.



Protect metal cabinets, pipes and meters with **RUSTMASTER** products. See page 37.



Keep floors in excellent cleanable condition with **FLORENAMEL**, see page 42. Or if you prefer a latex floor finish, use **SPRED TRED**.



**SPRED GLIDE-ON** or **SPRED SATIN** give masonry walls sparkling, washable beauty. See pages 5 and 38.

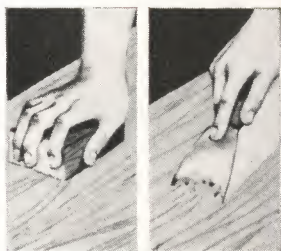




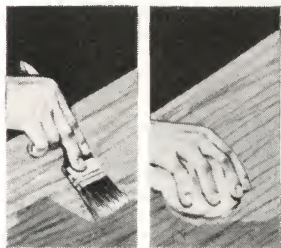
This modern kitchen derives its colorful beauty with JAPALAC Alkyd Gloss Enamel! Japalac provides a finish that really looks and wears like baked enamel. It dries rapidly; covers in one coat. It may be applied on exterior or interior surfaces of wood, metal, plaster or wallboard. Formulated without lead pigments, Japalac may be used on children's furniture and toys. You will like the pure, undiluted beauty of Japalac colors. They make fresh and exciting accents in a home! The colors in this kitchen are: Skyline Blue and Ultra White 1217.







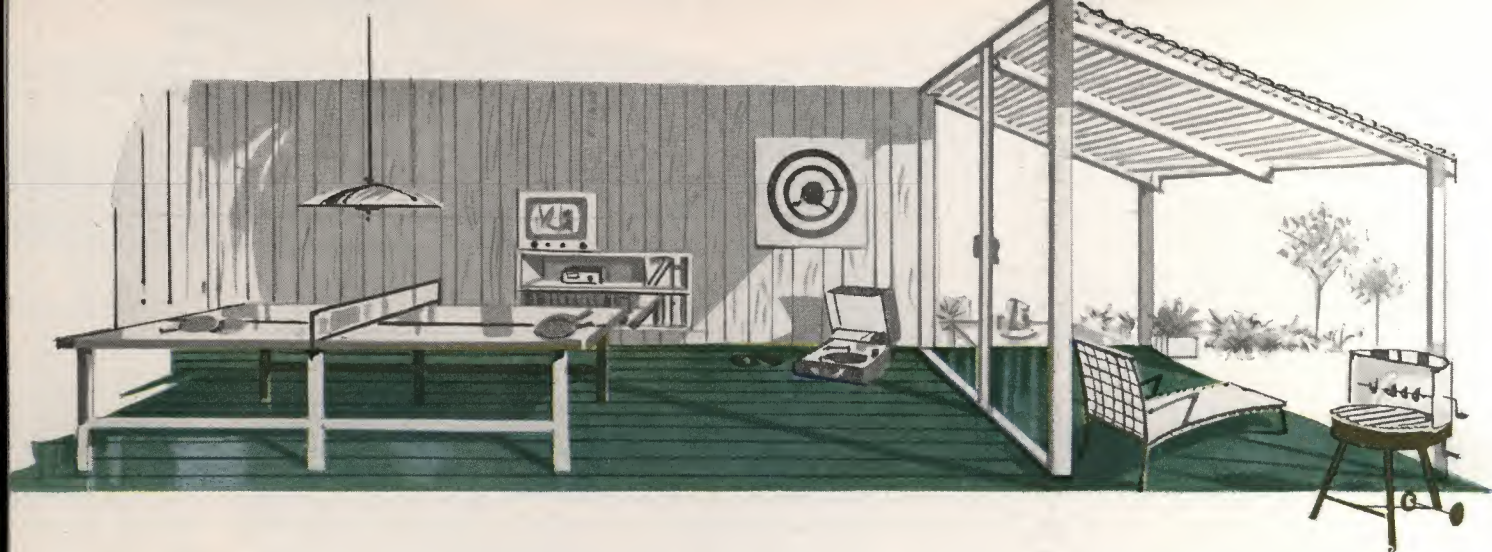
Wood finishing is easy when simple orderly steps are followed. Ask for the folder "Easier Natural Wood Finishing." It's free!



This kitchen, the same as the one shown on Page 40, has been finished with Glid-Tone wood finishing products. These products from the stains to the final protective finish have been developed to provide rapid finishing for any interior or exterior wood surface. You'll love the rich depth of Glid-Tone finishes on woodwork, doors, paneling, floors, furniture and your precious family pieces and antiques! The Glid-Tone stain used here is Walnut 245. The wall color is SPRED SATIN Terrace Green X-199.





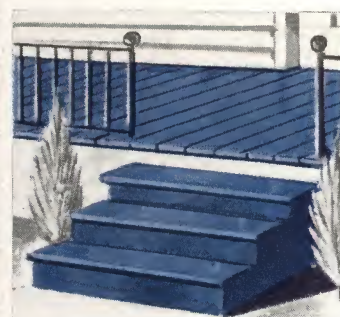


*You can have Colorful Floors*

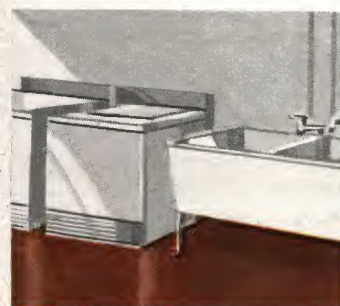
## INDOORS AND OUT

### WITH *One-Coat* FLORENAMEL

Here is a tough, high gloss floor finish that is easy to keep clean. For use on concrete, wood or metal surfaces. Flows on free of brush marks and dries overnight. Resists greases, stains, hot liquids and will not water spot. High resistance to severe weather conditions makes Florenamel the ideal finish for porches and steps. Excellent for dadoses, railings, woodwork, cabinets and old linoleum. Particularly useful for shower areas, baths and kitchens in summer homes or cottages. **WASHABLE**—simple damp mopping wipes away dirt and stains and restores gleaming brightness. **DURABLE**—alkyd reinforced to stand up under heavy foot traffic, scuffing and abuse. **ECONOMICAL**—one coat usually covers! Long lasting color and floor beauty at the lowest possible cost.



**Protects against weather!**



**Ideal for laundry rooms!**



The colors shown on the floors in the illustrations on this page are representative of some of those available in FLORENAMEL.



**Helps keep basements clean!**



# THESE EASY-TO-USE PRODUCTS

*are valuable "Handy-Helpers" for home painters*



Smoothly patches nail holes, small cracks and crevices in walls and woodwork. Stays moist while using — does not crumble — easily sanded!



A special liquid conditioner for old painted, enameled or varnished surfaces that eliminates sanding! Makes new paint or enamel adhere better over old glossy surfaces.

## *Spray on Color Quickly with* **JAPALAC ALKYD ENAMEL**



Beautiful colors plus Gold, Aluminum and Copper-tone make painting small objects and "hard-to-paint" items delightfully pleasant and fast with JAPALAC spray enamel.



A non-flammable paint remover that acts fast! Brush it on — wait a few minutes — wash off old finish with water. Clings to upright surfaces.

NOTE: The colors shown in the room illustrations in this book are as true to the actual paint color as modern high-speed printing permits!





We invite you to visit our paint department and consult with us regarding any painting you contemplate. If you prefer, you may call on the phone! Let us show you the latest in product developments and color trends.



## *Product Information*

There are many new and amazingly fine paints on the market, specially developed for home use. You will find they offer newer short cuts, better protection, finer appearance, easier maintenance and greater durability than anything you have used before. We will be happy to make recommendations based on your particular needs, and will be glad to help you estimate your requirements.



## *Color Assistance*

We have, in the Dramatone System, such a large variety of trend-setting paint colors that selecting suitable ones to match or harmonize with your existing fabric or carpet colors is no problem. Come in and let us help you choose a color scheme for your home, one that will enhance your present furnishings and invite approval from your friends.



These two trademarks

on paint products  
are your assurance  
of the finest  
in quality  
and technical development